

1. DATE ISSUED (Mo./Day/Yr.) 08/15/2011		2. CFDA NO. 93.519	
3. SUPERCEDES AWARD NOTICE dated 06/23/2011 except that any additions or restrictions previously imposed remain in effect unless specifically rescinded			
4. GRANT NO. 6 CAPCA110015-01-03 Formerly:		5. ADMINISTRATIVE CODES SCA	
6. PROJECT PERIOD Mo./Day/Yr. From 10/15/2010		Through 10/14/2012	
7. BUDGET PERIOD Mo./Day/Yr. From 10/15/2010		Through 10/14/2012	

**Department of Health and Human Services  
Centers for Medicare & Medicaid Services  
Office of Consumer Information and Insurance Oversight**

Grants, Contracts and Integrity Division  
7501 Wisconsin Ave West Tower  
Room 10-15  
Bethesda, MD 20814-6519

**NOTICE OF GRANT AWARD**  
AUTHORIZATION (Legislation/Regulations)  
Section 2793 of the Public Health Service Act (Section 1002 of the Affordable Care Act)

8. TITLE OF PROJECT (OR PROGRAM) (Limit to 56 spaces)  
Affordable Care Act (ACA) - Consumer Assistance Program Grants

9. GRANTEE NAME AND ADDRESS  
a. California Department of Managed Health Care  
b. 980 9th St Ste 500  
c.  
d. Sacramento e. CA f. 95814-2724

10. DIRECTOR OF PROJECT (PROGRAM DIRECTOR/PRINCIPLE INVESTIGATOR)  
(LAST NAME FIRST AND ADDRESS)  
Andrew George  
5501 Stanmore Way  
Elk Grove, CA 95758  
Phone: 916-255-2405

11. APPROVED BUDGET (Excludes HHS Direct Assistance)			
i. HHS Grant Funds Only <input type="checkbox"/>			
ii. Total project costs including grant funds and all other financial participation <input type="checkbox"/>			
(Select one and place NUMERAL in box)			
a. Salaries and Wages	171,118		
b. Fringe Benefits	64,095		
c. Total Personnel Costs		235,213	
d. Consultants Costs			
e. Equipment		365,000	
f. Supplies		0	
g. Travel		10,000	
h. Patient Care - Inpatient			
i. Patient Care - Outpatient			
j. Alterations and Renovations			
k. Other		0	
l. Consortium/Contractual Costs		3,453,054	
m. Trainee Related Expenses			
n. Trainee Stipends			
o. Trainee Tuition and Fees			
p. Trainee Travel			
q. TOTAL DIRECT COSTS			4,063,267
r. INDIRECT COSTS (rate of)			101,141
s. TOTAL APPROVED BUDGET			\$ 4,164,408
t. SBIR Fee			0
u. Federal Share			\$ 4,164,408
v. Non-Federal Share			\$ 0

12. AWARD COMPUTATION FOR GRANT			
a. Amount of HHS Financial Assistance (from item 11 u)			4,164,408
b. Less Unobligated Balance From Prior Budget Periods			0
c. Less Cumulative Prior Award(s) This Budget Period			4,164,408
d. AMOUNT OF FINANCIAL ASSISTANCE THIS ACTION			0

13. RECOMMENDED FUTURE SUPPORT (Subject to the availability of funds and satisfactory progress of the project):			
YEAR	TOTAL DIRECT COSTS	YEAR	TOTAL DIRECT COSTS
a. 2		d. 5	
b. 3		e. 6	
c. 4		f. 7	

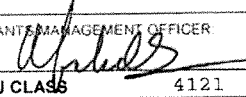
14. APPROVED DIRECT ASSISTANCE BUDGET (IN LIEU OF CASH)			
a. AMOUNT OF HHS Direct Assistance			0
b. Less Unobligated Balance From Prior Budget Periods			
c. Less Cumulative Prior Award(s) This Budget Period			
d. AMOUNT OF DIRECT ASSISTANCE THIS ACTION			0

15. PROGRAM INCOME SUBJECT TO 45 CFR PART 74, SUBPART F, OR 45 CFR 92.25, SHALL BE USED IN ACCORD WITH ONE OF THE FOLLOWING ALTERNATIVES: (Select one and place LETTER in box)	
a. DEDUCTION	<input type="checkbox"/>
b. ADDITIONAL COSTS	
c. MATCHING	
d. OTHER RESEARCH (Add / Deduct Option)	
e. OTHER (See REMARKS)	

16. THIS AWARD IS BASED ON AN APPLICATION SUBMITTED TO, AND AS APPROVED BY, HHS ON THE ABOVE TITLED PROJECT AND IS SUBJECT TO THE TERMS AND CONDITIONS INCORPORATED EITHER DIRECTLY OR BY REFERENCE IN THE FOLLOWING:  
a. The grant program legislation cited above  
b. The grant program regulation cited above  
c. This award notice including terms and conditions, if any, noted below under REMARKS  
d. HHS Grants Policy Statement including addenda in effect as of the beginning date of the budget period  
e. 45 CFR Part 74 or 45 CFR Part 92 as applicable  
In the event there are conflicting or otherwise inconsistent policies applicable to the grant, the above order of precedence shall prevail. Acceptance of the grant terms and conditions is acknowledged by the grantee when funds are drawn or otherwise obtained from the grant payment system.

REMARKS: (Other Terms and Conditions Attached - ☐ Yes ☒ No)

This Notice of Award approves the Revised Budget and No Cost Extension request dated August 5, 2011. Please contact your Grants Specialist for any questions or concerns.

GRANTS MANAGEMENT OFFICER 		(Signature) (Name - Typed/Print) Ms. Feagins, Michelle		(Title) Senior Grants Management Specialist	
17. OBJ CLASS FY-CAN 4121	18. CRS - EIN 1680461278A1	19. LIST NO.	CONG. DIST.: 05		
20. a. 1-199REB8	b. CAPCA0015A	c. SCA	d. 0	e. 0	
21. a.	b.	c.	d.	e.	
22. a.	b.	c.	d.	e.	

August 10, 2011

U.S. Department of Health and Human Services  
Centers for Medicare and Medicaid Services  
Office of Acquisition and Grants Management  
Attn: Shamia Banks, Grants Management Specialist  
7501 Wisconsin Avenue, West Tower Room 10-15  
Bethesda, MD 20814

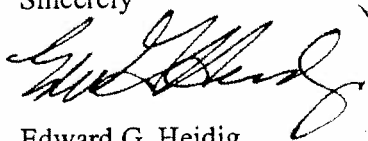
RE: CALIFORNIA CONSUMER ASSISTANCE GRANT

Dear Ms. Banks:

This letter is to advise you that the Department of Managed Health Care (DMHC) is withdrawing the May 13, 2011 budget change request and is submitting a new request for a no-cost extension and budget revision through October 14, 2012, for the Consumer Assistance Program grant (Grant No. 1CAPCA110015-01-00). This request includes proposed changes to allocations of funding in the grant application as well as a request to allocate funding to indirect costs.

If you have further questions, please contact Laura Dooley-Beile at 916-255-2368 or [ldooley@dmhc.ca.gov](mailto:ldooley@dmhc.ca.gov), Lynne Randolph at 916-445-7442 or [lrandolph@dmhc.ca.gov](mailto:lrandolph@dmhc.ca.gov), or Ellen Badley at 916-323-2472 or [ebadley@dmhc.ca.gov](mailto:ebadley@dmhc.ca.gov).

Sincerely



Edward G. Heidig  
Interim Director  
Department of Managed Health Care

Attachments

EDMUND G. BROWN JR.

GOVERNOR 980 9th Street  
Suite 500  
Sacramento, CA 95814-2724  
BUSINESS, 916-324-8176 Voice  
TRANSPORTATION AND HOUSING 916-322-9430 Fax  
AGENCY

320 West 4th Street  
Suite 880  
Los Angeles, CA 90013-2353  
213-620-2744 Voice  
213-576-7183 Fax

Edward G. Heidig  
Interim Director

[www.healthhelp.ca.gov](http://www.healthhelp.ca.gov)  
1-888-HMO-2219

Shamia Banks  
DMHC Re-Budget – Grant No. 1 CAPCA110015-01-00

August 10, 2011  
Page 2

cc: Natanya Alon  
Eliza Bangit  
Michael Mitchell  
Gabriel Nah  
Holly Whelan

**Consumer Assistance Program Grant  
Revised Rebudget 1  
Project Narrative**

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This Project Narrative describes the California Department of Managed Health Care's (DMHC) proposal to change some of the original program activities of the federal Consumer Assistance Program (CAP) grant (Grant No. 1 CAPCA110015-01-00), while continuing to meet the requirements of the awarded grant. The narrative includes proposed changes for the original grant, \$3.4 million, and the supplemental grant, \$764,408, for a total of \$4,164,408.

The CAP program consists of four major elements: 1) website enhancement (Contractual Costs # 1 and 2 in the Budget Narrative); 2) consumer education campaign (Contractual Costs # 3, 4, 5, 6, and 7 in the Budget Narrative ; 3) communications systems upgrade (Contractual Costs # 8, 9, 10, and 11 in the Budget Narrative) ; and 4) enhancement of existing consumer assistance and education programs (Contractual Costs # 12 and 13 in the Budget Narrative). This budget revision requests program and budget changes to all four elements.

**Website Enhancement**

The DMHC is requesting to redirect a portion of this funding to cover direct and indirect programs costs. Upon further examination, the DMHC has determined that it can accomplish the website updates with fewer resources. In addition, California's Health Exchange Board is assuming some of the duties of contract management and Web content development previously thought to be needed under the CAP.

**Consumer Education Campaign**

The DMHC is requesting to redirect \$1.6 million to secure "Partner Contracts" with local and/or statewide community-based organizations (CBOs) that provide consumers with

**Consumer Assistance Program Grant  
Revised Rebudget 1  
Project Narrative**

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information on health coverage options, and assist consumers in obtaining health care coverage and filing internal and external appeals.

This change is being requested because of the ability of CBOs to help meet one of the main goals of the grant -- providing one-on-one, walk-in assistance to consumers. The DMHC Help Center model provides excellent one-on-one assistance, but is not designed for walk-in service.

Contract awards will be based on each CBO's statewide reach and prior experience, the estimated number of consumers assisted, cost-effectiveness/cost per consumer or service, and the capacity to support data collection and outcomes reporting. Final contract amounts will not be set in the Request for Proposals -- actual amounts will be determined during the review process, based on the number of bidders with qualifying scores, and with the goal of achieving the widest geographic coverage. Six months after the contract commences and again upon the conclusion of the contracts, each contractor will compile a report on its results and promising/best practices for assisting consumers in obtaining coverage and filing internal and external appeals. These promising/best practices will be analyzed for possible replication by the DMHC Help Center, the Health Benefits Exchange and other state entities that provide consumer assistance under California's health care coverage expansion efforts. At a minimum, each contractor will:

- Support the Help Center in assisting consumers at a local/regional level with case management needs to build capacity for consumer assistance. This will include uninsured consumers, enrollees in self-funded plans, enrollees seeking assistance with internal and external appeals, and those needing assistance to determine eligibility for publicly funded programs.

**Consumer Assistance Program Grant  
Revised Rebudget 1  
Project Narrative**

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- Promote the coordinated one-stop state resources offered through [www.healthcare.ca.gov](http://www.healthcare.ca.gov) and the DMHC Help Center's toll-free number.
- Train local organizations on federal and state health care reforms, and availability of state and federal resources.
- Assist consumers in filing grievances and appeals with health plans and state and federal agencies, including the Department of Labor, DMHC and California Department of Insurance.
- Provide a monthly status report showing the number of consumers educated, assisted, and enrolled each month.

In accordance with the California Public Contract Code, contracts will be awarded on a competitive bid basis.

Through an Inter-Agency Agreement with a California state agency, likely the University of California, education and outreach materials for both Help Center and community organization staff, consumer notifications about coverage options and enrollee responsibilities, and other consumer materials such as fact sheets, tip sheets, and brochures will be developed, tested for usability, and when applicable, translated for the appropriate population.

Sustainability will be a consideration throughout the development and implementation of the consumer education and assistance plan, to ensure that efforts will continue past the one-year grant term, even in the face of ongoing budget concerns. Sustainability will be accomplished by building the CBOs' organizational capacity to provide education and outreach and consumer assistance services.

**Consumer Assistance Program Grant  
Revised Rebudget 1  
Project Narrative**

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**Communications System Upgrade**

A redirection of funds is requested within this program element as the contract award for the project manager hired to assist with assessment and implementation of the new VOIP telecommunications systems was less than originally estimated. The excess funds will be redirected to the online grievance/Independent Medical Review application upgrades.

**Enhancement of Existing Consumer Assistance and Education Programs**

This request is to allow the DMHC to enter into contracts for the following activities:

- An Inter-Agency Agreement with the California Department of Insurance (CDI) will be conditioned on activities that enhance the CDI's data reporting capabilities relative to consumer assistance and external review for enrollees in CDI-regulated insurance products, both employer-based and individual.
- The remaining funds will be used for contracts to assess the Help Center internal resources, develop training and resource materials, deliver training, perform an assessment of current business processes, and make recommendations pursuant to CAP goals and objectives, as well as continued growth and interrelationship with California's Health Benefit Exchange , as outlined in the original grant application.

**Direct and Indirect Costs**

The DMHC is also requesting to charge direct program costs to the grant. The DMHC has ten staff members working on various aspects of grant implementation. Those staff members and associated costs are detailed in the budget narrative. These staff members are involved in

**Consumer Assistance Program Grant  
Revised Rebudget 1  
Project Narrative**

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various aspects of the overall strategic direction of the project, as well as contract development and management. These activities are an expansion of the DMHC's current workload.

Finally, the DMHC's Indirect Cost Rate Proposal (ICRP) was recently approved. Attached is a copy of the ICRP agreement which allows the DMHC to charge indirect costs at the rate of 43 percent. This request is to allow the DMHC to charge the approved 43 percent rate on direct program costs as well.

### **Conclusion**

Ultimately, the requests contained in this reallocation and restructuring proposal address current Administration goals and priorities and will better enable the DMHC to develop a coordinated and efficient entry point for all Californians to use for their health plan questions, concerns, and grievances. Making grant funds available to statewide and local organizations through competitively bid contracts will further enable the DMHC to raise awareness and increase utilization of the informative website. Finally, these changes will allow California to obtain consistent and accurate data and information about health plan consumer issues.



## **Consumer Assistance Program Grant - Budget Narrative**

The Department of Managed Health Care (DMHC) is requesting revisions to the original and supplemental budgets submitted for the Consumer Assistance Program (CAP) Grant. As agreed to with the CAP Grants Management Officer, the original and supplemental grant funds are merged and are being addressed through a single budget revision. All grant activities are outlined below by their Object Class Category, consistent with the SF424A:

### **A. SALARIES AND WAGES**

The DMHC is redirecting \$171,118 from contractual services for direct salary and wage program costs. Please see Attachment A for detail of salaries and wages, which shows includes scheduled merit salary adjustments, and shows salaries and wages with furloughs imposed, then, as of November 1, 2011, without furloughs. The following provides a summary of the work to be performed by each employee outlined in Attachment A.

#### **Assistant Deputy Director – Andrew George – [ageorge@dmhc.ca.gov](mailto:ageorge@dmhc.ca.gov)**

The Assistant Deputy Director of the Help Center provides executive-level leadership in developing and implementing policy decisions surrounding the capacity and services provided by the Help Center to meet expanded consumer assistance goals and objectives and regulatory oversight activities under the CAP. He provides both legal and operational leadership to oversee the efficient and effective expansion of data collection, reporting capabilities, and scope of services provided by the Help Center for both current and new populations of Californians seeking assistance from the CAP.

#### **Staff Services Manager II – Laura Dooley-Beile – [ldooley@dmhc.ca.gov](mailto:ldooley@dmhc.ca.gov)**

The Staff Services Manager II directs and manages projects and program activities relative to enhancing the capacity and scope of data collection, electronic and telephonic systems implementation and integration, training, resource development, quarterly data reporting, and contract management activities under the CAP. She serves as the primary point of contact for all CAP activity relative to the training provided by the Center for Consumer Information and Insurance Oversight (CCIIO), required data reporting, communications with CCIIO, and communications and policy development with other regulatory entities to strengthen oversight. She is responsible for the implementation of policies and procedures to position the DMHC Help Center's CAP as a flexible entity capable of sustainability and growth as the California Health Benefits Exchange is implemented and operationalized..

#### **Staff Services Manager I – Kaye Mercado – [kmercado@dmhc.ca.gov](mailto:kmercado@dmhc.ca.gov)**

The Staff Services Manager I, Management Support Services, is responsible for planning, organizing, directing, and evaluating the activities in the administrative support arm of the Help Center. Her work in implementing the CAP is related to contract and budgetary oversight, as well as implementation of enhanced electronic telecommunication technologies.

#### **Associate Governmental Program Analyst – Dan Cook – [dcook@dmhc.ca.gov](mailto:dcook@dmhc.ca.gov)**

The Associate Governmental Program Analyst is responsible for business analysis, telecommunications, budget, contracts, and other administrative functions within the Help Center. His work in implementing the CAP is related to contract and budgetary analysis and implementation of enhanced electronic technologies. He also serves as the liaison for language translations under the Help Center's translation contract.

**Staff Services Manager I – Kim Phillips – [kphillips@dmhc.ca.gov](mailto:kphillips@dmhc.ca.gov)**

The Staff Services Manager I is responsible for planning, organizing, directing, coordinating, and evaluating project activities related to system support and data analysis. She serves as the programmatic technical liaison relative to data base system enhancement, data reporting, and data submission to meet the Help Center's obligations under the grant.

**Health Program Manager III – Carene Carolan – [ccarolan@dmhc.ca.gov](mailto:ccarolan@dmhc.ca.gov)**

The Health Program Manager III directs and manages program activities of two operational divisions: Consumer Assistance and the Complaint Management and Clinical Review Divisions. Her work in the CAP is to establish operational policies and procedures to meet the goals of implementing enhanced technology, enhanced consumer assistance processes, and data collection relative to consumers accessing services within the scope of the CAP.

**Staff Services Manager I – Diana McGee – [dmcgee@dmhc.ca.gov](mailto:dmcgee@dmhc.ca.gov)**

The Staff Services Manager I, Call Center, provides supervision of Call Center staff in order to ensure timely, accurate and effective assistance to California consumers. She provides recommendations for process improvements and is responsible for gathering answers to CAP program questions and issues as they are presented in unique call situations. She oversees the implementation of talking points and reference material for front-line CAP staff, informing them of new processes and resource materials related to the DMHC's obligation under the CAP grant.

**Associate Governmental Program Analyst – Karen McVay – [kmcvay@dmhc.ca.gov](mailto:kmcvay@dmhc.ca.gov)**

The Associate Governmental Program Analyst performs complex analytical assignments and acts as an assistant to the Call Center Manager. She is responsible for developing and delivering Call Center training materials and written procedures for staff as required under the CAP.

**Staff Services Manager I – Ellen Badley – [ebadley@dmhc.ca.gov](mailto:ebadley@dmhc.ca.gov)**

The Staff Services Manager I acts as the liaison for grant activities related to program reporting requirements, coordinates grant activities among the DMHC Offices, and acts on behalf of the DMHC at stakeholder meetings with community based organizations (CBOs) and other state agencies.

**Career Executive Assignment I – Barbara Marquez – [bmarquez@opa.ca.gov](mailto:bmarquez@opa.ca.gov)**

The Deputy Director of the Office of the Patient Advocate (OPA) serves as OPA's main liaison on CAP grant activities to the DMHC Director's Office and DMHC program managers and administrators. With a focus on two of the CAP components (website enhancement and consumer education), her duties include assistance, guidance, and review on the development and implementation of various aspects of the grant programs, as well as facilitating coordination with existing and new OPA programs, services, and resources.

**B. FRINGE BENEFITS**

The DMHC is redirecting \$64,095 from contractual services for direct fringe benefit program costs. Please see Attachment A for detail of fringe benefits, which show them with furloughs imposed, then, as of November 1, 2011, without furloughs, and include scheduled merit salary adjustments. Benefits identified include Social Security

taxes, workers compensation, health insurance, and retirement. The fringe benefits have been calculated based on each employee's actual benefit rate as outlined in the DMHC's Indirect Cost Rate Proposal (ICRP) agreement. (See Attachment B)

### C. TRAVEL

The DMHC is not requesting any changes to the travel portion of this budget narrative. There are a total of 20 trips planned, four trips to each of the California regions outlined below, to outreach sites throughout California to monitor program implementation. An Assistant Deputy Director, a Research Program Specialist, and an Associate Governmental Program Analyst are scheduled to travel each time. **Total estimated travel costs are \$10,000.**

#### Region 1 – Southern/San Diego

Four Trips to Southern California with 3 staff on each trip. Total cost for each trip (3 people traveling) is \$1,160 per trip.

Tentative travel dates are: 9/13/11 - 9/14/11, 1/17/12 - 1/18/12, 5/30/12 - 5/31/12, 9/14/12 - 9/15/12.

Description	Cost	# of staff	Total
Flight	\$ 190	3	\$ 570
Hotel	\$ 108	3	\$ 324
Per Diem	\$ 34	3	\$ 102
Parking @ Airport	\$ 20	3	\$ 60
Rental Car	\$ 104	1	\$ 104
			\$ 1,160 per trip
<b>Total</b>	<b>\$</b>		<b>4,640</b>

#### Region 2 – Los Angeles

Four Trips to Southern California with 3 staff on each trip. Total cost for each trip (3 people traveling) is \$973 per trip.

Tentative travel dates are: 9/20/11 - 9/21/11, 1/24/12 - 1/25/12, 5/23/12 - 5/24/12, 9/6/12 - 9/7/12.

Description	Cost	# of staff	Total
Flight	\$ 132	3	\$ 396
Hotel	\$ 108	3	\$ 324
Per Diem	\$ 34	3	\$ 102
Parking @ Airport	\$ 20	3	\$ 60
Rental Car	\$ 91	1	\$ 91
			\$ 973 per trip
<b>Total</b>	<b>\$</b>		<b>3,892</b>

#### Region 3 – Northern/Redding

Four Trips to Southern California with 3 staff on each trip. Total cost for each trip (3 people traveling) is \$126 per trip.

Tentative travel dates are: 9/6/11 - 9/7/11, 1/11/12 - 1/12/12, 5/16/12 - 5/17/12, 9/20/12 - 9/21/12.

Description	Total		Total
	Miles	# of staff	
Mileage Reimbursement(@ .555/mile)	140.5	1	\$ 78
Per Diem	\$ 24	2	\$ 48
			\$ 126 per trip
		<b>Total</b>	<b>\$ 504</b>

**Region 4 – Bay Area/San Francisco**

Four Trips to Southern California with 3 staff on each trip. Total cost for each trip (3 people traveling) is \$98 per trip.

Tentative travel dates are: 9/8/11 - 9/9/11, 1/31/12 - 2/1/12, 6/5/12 - 6/6/12, 8/31/12 – 9/1/12.

Description	Total		Total
	Miles	# of staff	
Mileage Reimbursement(@ .555/mile)	90	1	\$ 50
Per Diem	\$ 24	2	\$ 48
			\$ 98 per trip
		<b>Total</b>	<b>\$ 392</b>

**Region 5 – Central/Fresno**

Four Trips to Southern California with 3 staff on each trip. Total cost for each trip (3 people traveling) is \$143 per trip.

Tentative travel dates are: 9/22/11 - 9/23/11, 2/2/12 - 2/3/12, 6/7/12 - 6/8/12, 9/28/12 – 9/29/12.

Description	Total		Total
	Miles	# of staff	
Mileage Reimbursement(@ .555/mile)	172	1	\$ 95
Per Diem	\$ 24	2	\$ 48
			\$ 143 per trip
		<b>Total</b>	<b>\$ 572</b>

**D. EQUIPMENT**

The DMHC is not requesting any changes to the Equipment portion of this budget narrative. The equipment needs are for system hardware, initial consultation, and training to upgrade the DMHC Help Center's current stand-alone communication system to a Voice-Over Internet Protocol (VOIP) platform integrated with existing DMHC systems, such as the website, e-mail, electronic Independent Medical Review (IMR) submission, form submission application, and a customer relationship management system. The purpose is to augment Help Center customer service capabilities and to improve efficiency. The DMHC's Office of Technology and Innovation (OTI) can support future equipment maintenance and needs with current resources; therefore, a request to fund these items are not included. The total equipment costs provide a small amount (\$1,481) to accommodate possible price increases before equipment is purchased. The DMHC will utilize state procurement processes to purchase equipment.

**Total equipment costs are \$365,000.**

## CONSUMER ASSISTANCE PROGRAM GRANT RE-BUDGET NARRATIVE

August 5, 2011

LINE#	PART#	QTY	DESCRIPTION	EXT. PRICE	UNIT PRICE		
Site A							
1	MCS-7835-13-CCK1	1	HW Only MCS-7835-13 1x5504 CPU, 4GB RAM, 2x146 HDD	7,200.00	7,200.00	40.00%	12,000.00
2	CAB-AC	2	AC Power Cord (North America), C13, NEMA 5-15P, 2.1m	0.00	0.00	0.00%	0.00
3	CON-SNTE-78353OC	1	SMARTNET 8XS4 HW Only MCS-7835-13	1,204.08	1,204.08	13.50%	1,392.00
4	CCK-80-SRVR5-MEDIA	1	CCK 8.0 NEW Deployment-Appliances, Servers, Media Kits	\$8,404.08	0.00	0.00%	0.00
5	MCS782514-K9-CCK1	2	CCK 8.0 7825-14 Appliance: Intel® CPU, 2GB RAM, 2x250 HDD	8,400.00	4,200.00	40.00%	7,000.00
6	CAB-AC	4	AC Power Cord (North America), C13, NEMA 5-15P, 2.1m	0.00	0.00	0.00%	0.00
7	CON-SNTE-MC7835C	2	SMARTNET 8XS4 CCK 8.0 7825-14 Appliance	1,404.76	702.38	13.50%	812.00
				\$9,804.76			
8	MCS-7835-13-CCK1	1	HW Only MCS-7835-13 1x5504 CPU, 4GB RAM, 2x146 HDD	7,200.00	7,200.00	40.00%	12,000.00
9	CAB-AC	2	AC Power Cord (North America), C13, NEMA 5-15P, 2.1m	0.00	0.00	0.00%	0.00
10	CON-SNTE-78353OC	1	SMARTNET 8XS4 HW Only MCS-7835-13	1,204.08	1,204.08	13.50%	1,392.00
				\$8,404.08			
11	CP-7965G	68	Cisco Unified IP Phone 7965, Gig Ethernet, Color, spare	24,276.00	357.00	40.00%	595.00
12	L-CCK-80-BDL-UPG	1	CCK 8.0 -CH, CME Bundle Licenses, UPG, ADOON eDelivery, LICENSE ONLY	0.00	0.00	0.00%	0.00
13	L-CCK-80-EP-BDL-U	1	CCK 8.0 Upgrade 5 Seat ENH Bundle to Premium LICENSE ONLY	1,890.00	1,890.00	40.00%	3,150.00
14	CON-PSES-LCDBEPB	1	IPCCATP ESSENTIAL SW CCK 8.0 Upg 5 Seat ENH Bndl to Prem LIC	886.62	886.62	13.50%	1,025.00
				\$2,776.62			
15	L-CCK-80-BDL-ADDDON	1	CCK 8.0 -CH, CME Bundle Licenses, ADD ON eDelivery, LICENSE ONLY	0.00	0.00	0.00%	0.00
16	L-CCK-80-EPAK	1	CCK 8.0 autoexpanded eDelivery PAK	Included	Included	0.00%	Included
17	L-CCK-80-ADDDON-LIC	1	CCK 8.0 ADDON PREMIUM - eDelivery LICENSES ONLY	0.00	0.00	0.00%	0.00
18	L-CCK-80-AQCH-LIC	68	CCK 8.0 ADDON Adv Quality Manager Named Seat Qty 1 LICENSE	24,276.00	357.00	40.00%	595.00
19	CON-PSES-CD398AAQ	68	IPCCATP ESSENTIAL SW CCK 8.0 ADDON Adv Quality Manager	4,528.80	66.60	13.50%	77.00
20	L-CCK-80-A-P-LIC	63	CCK 8.0 ADDON PREMIUM Seat Qty 1 LICENSE	69,930.00	1,110.00	40.00%	1,850.00
21	CON-PSES-CD398APL	63	IPCCATP ESSENTIAL SW CCK 8.0 ADDON PREMIUM Seat	11,171.16	177.32	13.50%	205.00
22	L-CCK-80-A-WFM-LIC	68	CCK 8.0 ADDON Workforce Manager Named Seat Qty 1 LICENSE	20,196.00	297.00	40.00%	495.00
23	CON-PSES-CD398AWF	68	IPCCATP ESSENTIAL SW CCK 8.0 ADDON Workforce Manager	3,764.48	55.36	13.50%	64.00
24	L-UCSS-CDI	2	UCSS for Cisco Unified Contact Center Express - eDelivery	0.00	0.00	0.00%	0.00
25	L-UCSS-CDX-A-1-1	68	UCSS for CDX PRI for One Year - 1 users	6,038.40	88.40	40.00%	148.00
26	L-UCSS-AQCH-1-1	68	UCSS for Advanced Qual Mgmt for One Year - 1 Instance	1,713.60	25.20	40.00%	42.00
27	L-UCSS-WFM-1-1	68	UCSS for Workfrc Mgmt for One Year - 1 Instance	1,428.00	21.00	40.00%	35.00
				\$143,046.44			
28	CP-7965G	32	Cisco Unified IP Phone 7965, Gig Ethernet, Color, spare	11,424.00	357.00	40.00%	595.00
29	CUWL-4-0	1	CUWL Top Level	0.00	0.00	0.00%	0.00
30	CDX-80-CH-BUNDLE	1	CCK 8.0 5 Seat CCK ENH COM Bundle - AVAILABLE ONLY WITH CH	Included	Included	0.00%	Included
31	CUCH-UWL	1100	Communications Manager UWL DLU Bundle	Included	Included	0.00%	Included
32	CUCH-UWL-PAK	1	CUCH Claim Certificate for UWL	Included	Included	0.00%	Included
33	CLP-80-UWL-PAK	1	Unified Presence 8.0 PAK	Included	Included	0.00%	Included
34	CLP-80-UWL-USR	100	Unified Presence 8.0 Users	Included	Included	0.00%	Included
35	CUFC-UWL-RTU	1	CUFC UWL PAK	Included	Included	0.00%	Included
36	IME-7825-80-KIT	1	IME 8.0 Media Kit	Included	Included	0.00%	Included
37	IME-PAK	1	Include PAK Auto-expanding PAK for IME 8.0	Included	Included	0.00%	Included
38	LIC-UWL-STD1	100	Services Mapping SKU, Under 1x UWL STD users	Included	Included	0.00%	Included
39	UCH-7825-80-KIT	1	CUCH 8.0 Media Kit	Included	Included	0.00%	Included
40	UCSS-UWL-STD1-PK	1	1-Yr UWL STD UCSS for Gov/Edu Only - PAK	Included	Included	0.00%	Included
41	UCON-80-UWL-PAK	1	Unity Connection 8.0 Claim Cert w/ PAK	Included	Included	0.00%	Included
42	UCON-80-UWL-USR	100	Unity Connection 8.0 VM Mailboxes, IMAP and Inbox	Included	Included	0.00%	Included
43	UNITYCN8-HA-7825	1	Unity Connection 8.x HA for 7825	Included	Included	0.00%	Included
44	UNITYCN8-HA-PAK	1	Unity Connection 8.x HA PAK	Included	Included	0.00%	Included
45	LIC-UWL-STD	100	Unified Workspace Licensing STD, 1 User	19,500.00	195.00	40.00%	325.00
46	UCSS-UWL-STD1	100	1-Yr UWL STD UCSS for Gov/Edu Only	2,100.00	21.00	40.00%	35.00
47	UPCI-CLIENT-UWL	100	Unified Personal Communicator 7.0 for CUWL only	0.00	0.00	0.00%	0.00
48	UCH-7825-80	1	CUCH 8.0 7825	0.00	0.00	0.00%	0.00
49	IME-7825-80	1	IME 8.0 7825	0.00	0.00	0.00%	0.00
50	UNITYCN8-7825	1	Unity Connection 8.x for 7825	0.00	0.00	0.00%	0.00
51	CUF-80-UWL	1	Cisco Unified Presence 8.0 for CUWL only	0.00	0.00	0.00%	0.00
52	CON-ESW-UWLSTD1	100	ESSENTIAL SW Svc Mapping SKU, Under 1x UWL STD users	1,816.00	18.16	13.50%	21.00
				\$23,416.00			
53	MCS783513-K9-CCK1	3	Unified CH 8.0 7835-13 Appliance	21,600.00	7,200.00	40.00%	12,000.00
54	CDX-80-CH-BUNDLE	1	CCK 8.0 5 Seat CCK ENH COM Bundle - AVAILABLE ONLY WITH CH	Included	Included	0.00%	Included
55	CUCHS-EVAL-KS	3	CUCHS Monitoring Bundle Evaluation	Included	Included	0.00%	Included
56	CAB-AC	6	AC Power Cord (North America), C13, NEMA 5-15P, 2.1m	0.00	0.00	0.00%	0.00
57	CON-SNTE-MC7835C	3	SMARTNET 8XS4 Unified CH 8.0 7835-13 Appliance	3,612.24	1,204.08	13.50%	1,392.00
				\$25,212.24			
58	MCS782514-K9-UCCK1	2	CUCK 8.0 MCS 7825 IBM Appliance	8,400.00	4,200.00	40.00%	7,000.00
59	UNITY-PWR-US	2	Power Cord - US, Can, Mex, RR, Phil, Ven, Tai, Col, Ecu	0.00	0.00	0.00%	0.00
60	CON-SNTE-MCS782UC	2	SMARTNET 8XS4 CUCK 8.0 MCS 7825 IBM Appliance	1,404.76	702.38	13.50%	812.00
				\$9,804.76			
61	L-CCK-80-N-PHA-LIC	1	CCK 8.0 NEW PREMIUM HA (Dual Server Cluster) Qty 1 LICENSE	8,997.00	8,997.00	40.00%	14,995.00
62	CON-ESW-CCK80PHA	1	ESSENTIAL SW CCK 8.0 NEW PREMIUM HA	177.32	177.32	13.50%	205.00
				\$9,174.32			
63	MCS-7825-14-TPC1	1	HW Only MCS 7825-14 Server	4,200.00	4,200.00	40.00%	7,000.00
64	CON-SNTE-2514PC1	1	SMARTNET 8XS4 HW Only MCS 7825-14 Server	702.38	702.38	13.50%	812.00
65	CAB-AC	1	AC Power Cord (North America), C13, NEMA 5-15P, 2.1m	0.00	0.00	0.00%	0.00
				\$4,902.38			
66	MCS-7825-14-OCCK1	1	HW Only MCS 7825-14 Server	4,200.00	4,200.00	40.00%	7,000.00
67	CAB-AC	1	AC Power Cord (North America), C13, NEMA 5-15P, 2.1m	0.00	0.00	0.00%	0.00
68	CON-SNTE-2514OCCK1	1	SMARTNET 8XS4 HW Only MCS 7825-14 Server	702.38	702.38	13.50%	812.00
				\$4,902.38			
69	MCS-7845-13-OCCK1	1	HW Only MCS-7845-13 1x5540 CPU, 6GB RAM, 4x146 HDD	14,400.00	14,400.00	40.00%	24,000.00
70	IPCE-BE-MAIL-SVR	1	OCE Basic Email Interaction Mgr Server Software License	1,800.00	1,800.00	40.00%	3,000.00
71	CON-ESW-EBMAILS	1	ESSENTIAL SW OCE Basic Email Interaction Mgr Server 5	389.25	389.25	13.50%	450.00
				\$2,189.25			
72	IPCE-BE-MAIL-AGT-L	20	OCE Basic Email Interaction Mgr Agent License	15,000.00	900.00	40.00%	1,500.00
73	CON-ESW-BE-MAIL-A	20	ESSENTIAL SW OCE Basic Email Interaction Mgr Agent Lic	3,044.80	152.24	13.50%	176.00
				\$21,044.80			
74	L-UCSS-BE-MAIL-1	20	UCSS Basic Email Interaction Manager 1 Agent 1 Year	3,240.00	162.00	40.00%	270.00
75	IPCE-BCOL-SVR	1	OCE Basic Web Interaction Mgr Server Software License	900.00	900.00	40.00%	1,500.00
76	CON-ESW-BCOLS	1	ESSENTIAL SW OCE Basic Web Int Mgr Srvr SW Lic	194.62	194.62	13.50%	225.00
				\$1,094.62			
77	IPCE-BCOL-AGT-L	20	OCE Basic Web Interaction Mgr Agent License	12,000.00	600.00	40.00%	1,000.00
78	CON-ESW-BCOLA	20	ESSENTIAL SW OCE Basic Web Interaction Mgr Agent Lic	3,044.80	152.24	13.50%	176.00
				\$15,044.80			
79	L-UCSS-BWEB-1	20	UCSS Basic Web Interaction Manager 1 Agent 1 Year	2,160.00	108.00	40.00%	180.00
80	C2911-CME-SRST/K9	2	2911 Voice Bundle w/PVDM3-16, FL-CME-SRST-25, UC License PAK	4,674.00	2,337.00	40.00%	3,895.00
81	PWR-2911-AC	2	Cisco 2911 AC Power Supply	Included	Included	0.00%	Included
82	CDX-80-CH-BUNDLE	2	CCK 8.0 5 Seat CCK ENH COM Bundle - AVAILABLE ONLY WITH CH	Included	Included	0.00%	Included
83	FL-CME-SRST-25	2	Communication Manager Express or SRST - 25 seat license	Included	Included	0.00%	Included
84	ISR-CD-EXP	2	Cisco Config Pro Express on Router Flash	Included	Included	0.00%	Included
85	MEM-2900-S12MB-DEF	2	512MB DRAM for Cisco 2901-2921 ISR (Default)	Included	Included	0.00%	Included
86	MEM-CP-256MB	2	256MB Compact Flash for Cisco 1900, 2900, 3900 ISR	Included	Included	0.00%	Included
87	SL-29-1PB-K9	2	IP Base License for Cisco 2901-2951	Included	Included	0.00%	Included
88	SL-29-UC-K9	2	Unified Communication License for Cisco 2901-2951	Included	Included	0.00%	Included
89	VIC2-4FXD	2	Four-port Voice Interface Card - FXD (Universal)	960.00	480.00	40.00%	800.00
90	VIC2-4FXD-DID	2	Four-port Voice Interface Card - FXS and DID	960.00	480.00	40.00%	800.00
91	VWIC2-2MFT-TJUE1	4	2-port 2nd Gen Multiservice Trunk Voice/WAN Int. Card - TJUE1	4,800.00	1,200.00	40.00%	2,000.00
92	FL-CME	2	Cisco Communications Manager Express License	0.00	0.00	0.00%	0.00
93	S29PMK9-15001M	2	OCE 2901-2921 IOS UNIVERSAL - NO PAYLOAD ENCRYPTION	0.00	0.00	0.00%	0.00
94	PVDM3-16U128	2	PVDM3 16-channel to 128-channel factory upgrade	6,300.00	3,150.00	40.00%	5,250.00
95	CAB-AC	2	AC Power Cord (North America), C13, NEMA 5-15P, 2.1m	0.00	0.00	0.00%	0.00
96	CON-SNTE-2911LPK1	2	SMARTNET 8XS4 2911 Voice Bundle w/ UC License PAK	1,103.74	551.87	13.50%	638.00
				\$18,797.74			
Site A				\$363,519.27			

**F. CONTRACTUAL COSTS**

The DMHC is reducing contractual costs by \$336,354 to cover direct and indirect program costs. Below are the summaries of the contracts and costs identified by the DMHC as necessary for completing the grant activities. **Total contractual costs are \$3,453,054.**

**1) IMPROVE WEBSITE CONTENT AND NAVIGABILITY**

**Contractor Name:** TBD

**Method of Selection:** Competitive bid process through a "Request for Offer" using the state's approved vendor list

**Period of Performance:** Approximately four months

**Scope of Work:** Upgrade the state's healthcare reform website at [www.healthcare.ca.gov](http://www.healthcare.ca.gov) and other state healthcare websites, to include the following:

- Consumer-oriented information architecture to ensure easy access and navigability
- Interactive features to provide relevant information to visitors based on a standard set of characteristics (age, gender, health status)
- Direct link to the DMHC Help Center and its Click to Chat feature for addressing questions on line
- State of the art technologies, including user-friendly searches, self-maintaining e-mail lists, calendar tools, and Web-based forms
- Consumer-oriented information content
- Healthcare information content specific to a standard set of characteristics (age, gender, health status)

**Method of Accountability:** The contract will be deliverable-based, paid no more than once per month upon receipt of final deliverables and invoice.

**Itemized Budget and Justification:** The cost of this contract is reasonable, based upon a 2004 competitively bid contract to update the DMHC's website. Information technology upgrades include:

- Developing recommendations for interactive features that provide relevant information to individual website visitors based on specific characteristics: \$30,000
- Developing recommendation s for implementation of state-of-the-art Web technologies, such as user-friendly searches, self-maintaining email lists, calendar tools, etc.: \$50,000
- Developing an implementation plan for migrating and designing the interactive and state of the art technologies: \$35,000
- Performing design and migration of new technologies: \$30,000
- Performing an assessment of the current [www.healthcare.ca.gov](http://www.healthcare.ca.gov) website, recommending additional content to educate consumers about available current state resources about public and private health coverage options, and developing content based on those recommendations: \$54,000

**Total Budget: \$199,000**

**2) WEBSITE TRANSLATION**

**Contractor Name:** TBD

**Method of Selection:** Competitive bid process through a “Request for Offer” using state-approved vendor list

**Period of Performance:** Approximately four months

**Scope of Work:** The contractor will be responsible for translating key website content of the [www.healthcare.ca.gov](http://www.healthcare.ca.gov) Website into the threshold languages (Spanish, Chinese, Vietnamese, and up to nine other languages), all at appropriate health literacy levels.

**Method of Accountability:** The contractor will be paid on a deliverable-based contract using total word count translated as the deliverable.

**Itemized Budget and Justification:** The cost estimate is based on the Item 4 contract bid for translation of three sections of consumer information on the state website into Spanish and Chinese at 12 and 15 cents per word respectively.

The contractor in Item 2 will develop new sections of the [www.healthcare.ca.gov](http://www.healthcare.ca.gov) website and other applicable sites. It is unknown at this time how many sections or words the new content will encompass. Once that contract is bid, this contract item can be revised. The new content will be translated by this contractor into (up to) twelve additional languages. Features will include translations of:

- 1) Consumer oriented content: \$18,250
- 2) Interactive information for site visitors that collects data on age, gender, and health status: \$17,250
- 3) Direct link to the DMHC Help Center and its Click to Chat feature for answering consumer questions: \$18,250
- 4) Search functions, self-maintaining e-mail lists, calendar tools, and Web-based forms: \$18,250

**Total Budget: \$72,000**

**3) BRANDING CAMPAIGN**

**Contractor Name:** Daniel J. Edelman, Inc.

**Method of Selection:** Competitively Bid – Request For Offer

**Period of Performance:** February 4, 2011 – September 15, 2011

**Scope of Work:** The contractor designed a logo for the California health care reform Website - [www.healthcare.ca.gov](http://www.healthcare.ca.gov), designed a Web banner ad based on the logo design, worked with DMHC staff to identify potential organization websites, and placed a banner ad with at least 100 stakeholder organizations. In addition, the contractor was responsible for determining a timeline and budget for a stakeholder toolkit to be placed on partner organization websites, and for working with DMHC staff to develop materials for a Web-based toolkit of at least three collateral pieces.

**Method of Accountability:** The contract was deliverable-based, paid no more than once per month upon receipt of final deliverables and invoice.

**Itemized Budget and Justification:** The DMHC received three bids when this contract was advertised. This contractor provided costs that were lower than the other three bids, and offered thorough and timely products.

- 1) Logo Design: \$5,050
- 2) Stakeholder Banner Ad Placement: \$24,930
- 3) Stakeholder Toolkit: \$26,090

**Total Contract Amount: \$56,070**

**4) TRANSLATION OF EXISTING WEBSITE**

**Contractor Name:** Lazar & Associates

**Method of Selection:** Competitively Bid – Request For Offer

**Period of Performance:** May 30, 2011 – June 30, 2011

**Scope of Work:** Translate existing consumer content on [www.healthcare.ca.gov](http://www.healthcare.ca.gov) Website. Provide translation into Spanish and Chinese of consumer-oriented content for the following items:

- The text on <http://www.healthcare.ca.gov/HealthCareYou.aspx>, excluding the links
- The timeline on the home page at <http://www.healthcare.ca.gov>
- The full timeline text at <http://www.healthcare.ca.gov/Timeline.aspx>, excluding the links
- The Frequently Asked Questions and Answers at <http://www.healthcare.ca.gov/NewsInformation/FrequentlyAskedQuestions.aspx#q81>

**Method of Accountability:** Contractor was paid on a deliverable-based contract using total word count translated as the deliverable.

**Itemized Budget and Justification:** The DMHC received three bids when this contract was advertised. This contractor provided costs that were lower than the other three bids and provided for more thorough and timely products.

- 1) Website translation of 7,674 words to Spanish (\$0.11 per word): \$845
- 2) Website translation of 7,674 words to Chinese (\$0.15 per word): \$1,152

**Total Contract Amount: \$1,997**

**5) PARTNER GRANTS**

**Contractor Name:** (TBD)

**Method of Selection:** Open competitive bid process through a Request for Proposals (RFP) to award five contracts—one per designated region within California. It is projected that the RFP will be released in August 2011. Contract awards will be based on the Community Based Organizations' (CBO) prior experience, the projected number of consumers to be served/assisted, cost-effectiveness/cost per consumer or service, and capacity to support data collection and outcomes reporting.

**Period of Performance:** December 2011 to October 2012

**Scope of Work:** "Partner contracts" will be established with local and/or statewide CBOs that provide consumer information on health coverage options, and assist consumers in obtaining health care coverage, and in filing internal and external appeals. To achieve statewide coverage, the DMHC has designated five regions based on equivalent population distribution and geographic proximity. Each contract will be awarded competitively. The regions have been defined below, with award amounts allocated based on population size.

- Region 1: Northern – 19 counties: Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Solano, Sutter, Tehama, Trinity, Yolo, Yuba
- Region 2: Bay Area - 8 counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Sonoma
- Region 3: Central – 24 counties: Alpine, Amador, Calaveras, El Dorado, Fresno, Inyo, Kern, Kings, Madera, Mariposa, Merced, Mono, Monterey, Placer, Sacramento, San Benito, San Joaquin, San Luis Obispo, Santa Barbara, Santa Cruz, Stanislaus, Tulare, Tuolumne, Ventura
- Region 4: Los Angeles – 1 county: Los Angeles



Region 5: Southern – 5 counties: Imperial, Orange, Riverside, San Bernardino, San Diego

**Method of Accountability:** Six months after the contract(s) commences and again upon the conclusion of the contract(s), each contractor will compile a progress report on its results, listing promising/best practices for assisting consumers in obtaining coverage and filing internal and external appeals. In addition, the DMHC will employ its standard procedures for contract monitoring that cover both programmatic and fiscal issues (e.g., site visits, invoicing in arrears.).

**Itemized Budget and Justification:** The DMHC has determined that a total contract cost of \$1,600,000 will be prorated based on the regional population distribution throughout California. Contractors will have the option of bidding on one or more regions.

Region 1: Northern - \$190,000

Region 2: Bay Area - \$265,000

Region 3: Central - \$365,000

Region 4: Los Angeles - \$390,000

Region 5: Southern - \$390,000

Specific budget figures will be provided once the contracts are awarded.

**Total Budget: \$1,600,000**

#### 6) OUTREACH AND MESSAGING

**Contractor Name:** TBD

**Method of Selection:** Interagency Agreement

**Period of Performance:** Approximately four months

**Scope of Work:** The contractor will provide development and testing of consumer materials, such as required notices, fact sheets, and forms for reading comprehension levels to ensure that health literacy levels are correct.

**Method of Accountability:** The contract will be deliverable-based, paid no more than once per month upon receipt of final deliverables and invoice.

**Itemized Budget and Justification:** The DMHC has estimated that a total contract cost of \$256,000 for this Interagency Agreement is reasonable, based on previous experience working with UC to develop similar materials.

- 1) Assessment of current DMHC/OPA educational materials: \$10,000
- 2) Meetings with key stakeholder groups to assess their materials and educational campaigns: \$15,000
- 3) Development and production of collateral materials for DMHC/OPA and CBOs: \$176,000
- 4) Development and implementation of recommendations for social networking campaign(s): \$55,000

**Total Budget: \$256,000**

#### 7) RESEARCH AND EVALUATION

**Contractor Name:** TBD

**Method of Selection:** Competitive bid process through a “Request for Offer” using the state’s approved vendor list

**Period of Performance:** Approximately six months

**Scope of Work:** The contractor will conduct an independent evaluation of the effectiveness of the collateral material, social networking, and consumer materials campaign. Information developed will be used to create best practices for use by the CBOs and others going forward, and will help those entities develop effective marketing to ensure that consumers are aware of the benefits available to them through health care reform.

**Method of Accountability:** The contract will be deliverable-based, paid no more than once per month upon receipt of final deliverables and invoice.

**Itemized Budget and Justification:** The DMHC has estimated that a total contract cost of \$150,000 for this contract is reasonable based on previous contracts with health policy research entities and a previous interagency agreement with UC Berkeley.

- 1) Evaluate the effectiveness of marketing materials and conduct usability testing of website: \$25,000
- 2) Evaluate the effectiveness of CBOs in educating consumers: \$55,000
- 3) Conduct focus groups in multiple languages: \$60,000
- 4) Compile evaluation results and draft final report of best practices: \$60,000

**Total Budget: \$200,000**

## 8) PROJECT MANAGEMENT - TELECOMMUNICATIONS

**Contractor Name:** MetroServ Communications, LLC

**Method of Selection:** Competitively Bid - Request for Offer

**Period of Performance:** April 18, 2011 – April 18, 2012

**Scope of Work:** The contractor is responsible for providing project management and oversight in the analysis, design, implementation, and integration of a new Help Center telecommunication voice-over VOIP solution to maximize contact center capabilities.

The contractor is responsible for performing a business process analysis of the current Help Center telecommunication system; documenting the Help Center's telecommunication business needs, requirements and workflow improvements, and designing a recommended VOIP solution to provide optimal Help Center customer service.

The contractor is responsible for assisting in the procurement of the recommended VOIP telecommunications solution and procuring technical services for a VOIP Integrator.

The contractor is responsible for providing the project management and oversight for the entire project, from the analysis of the current system to implementation of the new VOIP system.

The contractor is responsible for managing and overseeing the implementation of the VOIP telephone system with the recommendations based on the business analysis assessment, which may include integrations with the soon-to-be-implemented replacement Customer Relationship Management (CRM) system, Oncontact, live chat / click to chat, Help Line email feature, electronic form submission, and website linkages from and to [www.dmhc.ca.gov](http://www.dmhc.ca.gov) and [www.healthcare.ca.gov](http://www.healthcare.ca.gov).

**Method of Accountability:** The contract is deliverable-based, paid per contracted agreement, no more than once per month upon receipt of final deliverables and invoice.

**Itemized Budget and Justification:** The DMHC received five bids when this contract was advertised. All bids were evaluated based on specific criteria and this contractor provided the best value.

- 1) Perform assessment of the Help Center's current communication system and business process needs, and document a recommended optimal communication system design based on state-of-the-art VOIP Call Center technology: \$37,600
  - 2) Facilitate a process-mapping exercise that outlines all of the tasks and their dependencies within the current operation that will be impacted by this system change and future Help Center website linkages with the entities outside the DMHC: \$10,900
  - 3) Assess needs regarding enhanced utilization of interactive voice response (IVR) self-service applications (or similar new technology) and recommend structure and messaging for IVR. After initial system implementation, recommend any redesign of IVR menus, prompts, and scripts based on the customer opt-out patterns that develop with the new system: \$18,800
  - 4) Identify a proposed VOIP infrastructure design integrated into the existing DMHC LAN & WAN. Provide alternatives considered, the recommended design, and the rationale for the selected design: \$29,600
  - 5) Assist in the procurement of the recommended VOIP telecommunication design: \$20,400
  - 6) Develop an RFO to obtain services for a VOIP Integrator to install, configure and implement the recommended VOIP communication system design: \$15,280
  - 7) Develop an implementation plan for the installation and configuration of the VOIP system, including the VOIP Integrator tasks. Provide project management, leadership, and oversight, as well as clear delineation of roles for the installation, configuration, and integration of the VOIP system: \$31,200
  - 8) Produce standard project management documentation as outlined in the scope of work: \$35,800
- Total Contract Amount: \$199,580**

## **9) INSTALLATION AND INTEGRATION OF VOIP EQUIPMENT**

**Contractor Name:** TBD

**Method of Selection:** State contract with CalNet or apply for an exemption and have it competitively bid (dependent on the final assessment from the MetroServ Communications contract)

**Period of Performance:** September 1, 2011 – April 18, 2012

**Scope of Work:** The contractor will be responsible for the implementation of the VOIP telephone system, with the recommendations based on the business analysis assessment which may include integrations with the soon-to-be-implemented replacement CRM system, Oncontact, live chat / click to chat, Help Line email feature, electronic form submission, and website linkages from and to [www.dmhc.ca.gov](http://www.dmhc.ca.gov) and [www.healthcare.ca.gov](http://www.healthcare.ca.gov).

**Method of Accountability:** The contract will be deliverable-based, per contracted agreement, paid no more than once per month upon receipt of final deliverables and invoice.

**Itemized Budget and Justification:** The DMHC has determined that a total contract cost of \$100,000 for this contract is reasonable based on research conducted by the DMHC's Office of Technology and Innovation. The contractor will install and integrate the following features:

- 1) Customer Relationship Management system: \$20,000
- 2) Live chat/click to chat feature: \$20,000
- 3) Help Line email feature: \$20,000
- 4) Electronic form submission feature: \$20,000
- 5) Website linkages to/from [www.dmhc.ca.gov](http://www.dmhc.ca.gov) and [www.healthcare.ca.gov](http://www.healthcare.ca.gov): \$20,000

**Total Budget: \$100,000**

**10) HARDWARE ANNUAL LEASE**

**Contractor Name:** TBD

**Method of Selection:** Contract will be entered into with the vendor awarded the equipment hardware installation contract (Item 9 above)

**Period of Performance:** 12 months

**Scope of Work:** This contract will allow the DMHC to lease the necessary equipment to accomplish the grant objectives during the lifetime of the grant.

**Method of Accountability:** The contract will be paid on a monthly basis, in arrears, upon invoice.

**Itemized Budget and Justification:** The DMHC has entered into several similar leases in the past for internal information technology equipment. The amount for this lease is comparable for this type of leased equipment.

**Total Budget:** \$15,000

**11) ONLINE GRIEVANCE/IMR APPLICATION**

**Contractor Name:** TBD

**Method of Selection:** Competitively Bid - Request for Proposal

**Period of Performance:** October 1, 2011 – August 30, 2012

**Scope of Work:** The contractor will be responsible for implementation of this system for online filing of complaints and requests for independent medical reviews. This system will allow consumers to obtain the forms online, complete the forms, and securely submit the forms directly to the DMHCs Help Center with the appropriate signature requirements.

**Method of Accountability:** The contract will be deliverable-based per contracted agreement, paid no more than once per month upon receipt of final deliverables and invoice.

**Itemized Budget and Justification:** The DMHC has determined that a total contract cost of \$195,473 is reasonable based on research conducted by the DMHC's Office of Technology and Innovation and similar contracts employed in the past for implementing the DMHC's e-filing system.

- 1) Identify an infrastructure to integrate into existing DMHC LAN & WAN: \$50,473
- 2) Install, configure, and implement the recommended electronic signature solution: \$145,000

**Total Budget:** \$195,473

**12) CALL CENTER ENHANCEMENT – CALIFORNIA DEPARTMENT OF INSURANCE**

**Contractor Name:** California Department of Insurance

**Method of Selection:** Interagency Agreement

**Period of Performance:** Approximately six months

**Scope of Work:** The CDI Consumer Services Division (CSD) operates a call center to assist consumers. The call center leverages a Cisco™ VOIP system for all call management services and the Integrated Database (IDB) Oracle forms application for case tracking and management. This scope of work relates to additional development work on the VOIP.

Ten additional management reports will be developed based on statistics collected from the VOIP system. The CDI currently has a leveraged procurement (CalNet II) contract with NexusIs for VOIP support and report

development; the same leveraged procurement vehicle will be used to contract for additional reports. Data from the VOIP system will be integrated and maintained in a SharePoint warehouse and leveraged for reporting. Systems integration work will be necessary to improve functionality between IDB and case management software.

**Method of Accountability:** The contract will be deliverable-based, paid no more than once per month upon receipt of final deliverables and invoice.

**Itemized Budget and Justification:** The DMHC and the CDI have determined that a total contract cost of \$200,000 for this contract is reasonable, based on information provided by the CDI, and previous Interagency Agreements between the DMHC and the CDI.

- 1) Ten additional management reports will be developed based on statistics collected from the VOIP system. The CDI currently has a leveraged procurement (CalNet II) contract with NexusIS for VOIP support and report development: the same leveraged procurement vehicle will be used to contract for additional reports: \$25,000
- 2) Integration between VOIP data and SharePoint data warehouse. Data from the VOIP system will be warehoused in a SharePoint warehouse and leveraged for reporting: \$50,000
- 3) Systems integration design to improve functionality between IDB and case management software: \$125,000

**Total Budget: \$200,000**

### **13) HELP CENTER BUSINESS PROCESS INTEGRATION**

**Contractor Name:** TBD

**Method of Selection:** Competitive bid process through a "Request for Offer" using the state's approved vendor list

**Period of Performance:** Approximately 12 months

**Scope of Work:** The contractor will assess Help Center internal resources, develop training and resource materials, deliver training sessions and materials, perform an assessment of current business processes, and make recommendations pursuant to the CAP goals, objectives, continued growth, and interrelationship with California's Health Benefit Exchange.

- Assess existing Help Center internal resources relative to Internal Grievance and Appeals and External Review for all California health care coverage types including public, self-funded, and fully-funded coverage.
- Develop comprehensive, intuitive, and interactive training and resource materials for use by the Help Center, Partner Organizations, and other entities/agencies relative to the ACA and the implementation of the ACA over time as a result of conforming California state legislation. Deliver training sessions and materials to the DMHC, CBOs and other entities, such as the California Department of Insurance, the Managed Risk Medical Insurance Board, and the Department of Health Care Services.
- Perform an assessment of current business processes and models relative to consumer assistance and regulatory review programs.
- Recommend changes and develop a road map to effectuate the process, referral and outcome reporting changes required to fully assist all California consumers relative to healthcare coverage/insurance, and to strengthen oversight.

**Method of Accountability:** The contract will be deliverable-based, paid no more than once per month upon receipt of final deliverables and invoice.

**Itemized Budget and Justification:** The DMHC has determined that a total contract cost of \$357,935 for this contract is reasonable based on previous experience.

1. Legal review and assessment of resources: \$150,000
2. Training, development, and delivery: \$100,000
3. Assessment of business processes: \$57,934
4. Monthly status reports and final report with recommendations: \$50,000

**Total Budget \$357,934**

**I. TOTAL DIRECT COSTS**

A.	Salaries and Wages	\$ 171,118
B.	Fringe Benefits	\$ 64,095
C.	Travel	\$ 10,000
D.	Equipment	\$ 365,000
F.	Contractual Costs	<u>\$3,453,054</u>
<b>Total Direct Costs</b>		<b>\$4,063,267</b>

**J. INDIRECT COSTS**

The DMHC is redirecting \$101,141 from contractual services for indirect program costs. The rate is 43 percent and is computed on the direct cost base of \$ 235,213. A copy of the DMHC ICRP agreement is included as Attachment B.

Salaries and Wages	\$ 171,118
Fringe Benefits	<u>\$ 64,095</u>
<b>Total Indirect Costs</b>	<b>\$ 235,213 X 43% = \$ 101,141</b>

## California Consumer Assistance Grant Timeline for Major Project Components

The tasks are identified in the same order as outlined in the Budget Narrative.

Task #	Task Name	Start	Finish	Duration
	<b>Grant Period</b>	10/15/10	10/14/12	104 Weeks
	<b>Website Enhancement</b>	9/1/11	2/20/12	24 Weeks
1	Improve Website Content and Navigability	10/17/11	2/3/12	16 Weeks
2	Website Translation	10/31/11	2/20/12	16 Weeks
	<b>Consumer Education Campaign</b>	1/2/11	8/31/12	87 Weeks
3	Branding Campaign	2/4/11	9/15/11	32 Weeks
4	Translation of existing website	5/30/11	6/30/11	4 Weeks
5	Partner Grants - Procurement	8/16/11	11/18/11	13 Weeks
5	Partner Grants - Contract Term	12/1/11	8/31/12	39 Weeks
6	Outreach and Messaging	10/17/11	4/30/12	28 Weeks
7	Research and Evaluation	4/1/12	8/1/12	18 Weeks
	<b>Communications Systems Upgrade</b>	12/1/10	8/30/12	91 Weeks
8	Project Management - Telecommunications	4/18/11	4/18/12	52 Weeks
9, 10	Installation and Integration of VOIP Equipment	9/1/11	4/18/12	33 Weeks
11	Online Grievance/IMR Application	10/1/11	8/30/12	48 weeks
	<b>Enhancement of Existing Consumer Assistance and Education Programs</b>	9/1/11	8/31/12	52 Weeks
12	Call Center Enhancement – California Department of Insurance	10/1/11	3/31/12	26 Weeks
13	Help Center Business Process Integration	11/1/11	8/30/12	43 Weeks

## STATE AND LOCAL GOVERNMENTS RATE AGREEMENT

EIN:

DATE:07/20/2011

ORGANIZATION:

Calif. Dept. of Managed Health Care  
980 9th Street, Suite 500  
Sacramento, CA 95814-2725

The rates approved in this agreement are for use on grants, contracts and other agreements with the Federal Government, subject to the conditions in Section III.

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**SECTION I: INDIRECT COST RATES**

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RATE TYPES:      FIXED                  FINAL                  PROV. (PROVISIONAL)      PRED. (PREDETERMINED)

EFFECTIVE PERIOD

<u>TYPE</u>	<u>FROM</u>	<u>TO</u>	<u>RATE(%)</u>	<u>LOCATION</u>	<u>APPLICABLE TO</u>
PROV.	07/01/2010	06/30/2012	43.00	All	All Programs

\*BASE

Direct salaries and wages including all fringe benefits.



ORGANIZATION: Calif. Dept. of Managed Health Care  
AGREEMENT DATE: 07/20/2011

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**SECTION II: SPECIAL REMARKS**

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TREATMENT OF FRINGE BENEFITS:

The fringe benefits are specifically identified to each employee and are charged individually as direct costs. The directly claimed fringe benefits are listed below.

TREATMENT OF PAID ABSENCES

Vacation, holiday, sick leave pay and other paid absences are included in salaries and wages and are claimed on grants, contracts and other agreements as part of the normal cost for salaries and wages. Separate claims are not made for the cost of these paid absences.

DEFINITION OF EQUIPMENT

Equipment is defined as tangible nonexpendable personal property having a useful life of more than one year and an acquisition cost of \$5,000 or more per unit.

The following fringe benefits are treated as direct costs:  
SOCIAL SECURITY TAXES, WORKERS COMPENSATION, HEALTH INSURANCE, AND  
RETIREMENT.

ORGANIZATION: Calif. Dept. of Managed Health Care

AGREEMENT DATE: 07/20/2011

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**SECTION III: GENERAL**

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**A. LIMITATIONS:**

The rates in this Agreement are subject to any statutory or administrative limitations and apply to a given grant, contract or other agreement only to the extent that funds are available. Acceptance of the rates is subject to the following conditions: (1) Only costs incurred by the organization were included in its indirect cost pool as finally accepted; such costs are legal obligations of the organization and are allowable under the governing cost principles; (2) The same costs that have been treated as indirect costs are not claimed as direct costs; (3) Similar types of costs have been accorded consistent accounting treatment; and (4) The information provided by the organization which was used to establish the rates is not later found to be materially incomplete or inaccurate by the Federal Government. In such situations the rate(s) would be subject to renegotiation at the discretion of the Federal Government.

**B. ACCOUNTING CHANGES:**

This Agreement is based on the accounting system purported by the organization to be in effect during the Agreement period. Changes to the method of accounting for costs which affect the amount of reimbursement resulting from the use of this Agreement require prior approval of the authorized representative of the cognizant agency. Such changes include, but are not limited to, changes in the charging of a particular type of cost from indirect to direct. Failure to obtain approval may result in cost disallowances.

**C. FIXED RATES:**

If a fixed rate is in this Agreement, it is based on an estimate of the costs for the period covered by the rate. When the actual costs for this period are determined, an adjustment will be made to a rate of a future year(s) to compensate for the difference between the costs used to establish the fixed rate and actual costs.

**D. USE BY OTHER FEDERAL AGENCIES:**

The rates in this Agreement were approved in accordance with the authority in Office of Management and Budget Circular A-87 Circular, and should be applied to grants, contracts and other agreements covered by this Circular, subject to any limitations in A above. The organization may provide copies of the Agreement to other Federal Agencies to give them early notification of the Agreement.

**E. OTHER:**

If any Federal contract, grant or other agreement is reimbursing indirect costs by a means other than the approved rate(s) in this Agreement, the organization should (1) credit such costs to the affected programs, and (2) apply the approved rate(s) to the appropriate base to identify the proper amount of indirect costs allocable to these programs.

BY THE INSTITUTION:

Calif. Dept. of Managed Health Care

(INSTITUTION)

Debbie McKinney

(SIGNATURE)

Debbie McKinney

(NAME)

Assistant Deputy Director, Administrative Services

(TITLE)

7/25/11

(DATE)

ON BEHALF OF THE FEDERAL GOVERNMENT:

DEPARTMENT OF HEALTH AND HUMAN SERVICES

(AGENCY)

Wallace Chan

(SIGNATURE)

Wallace Chan

(NAME)

Director, Western Field Office

(TITLE)

7/20/2011

(DATE) 9393

HHS REPRESENTATIVE:

Karen Wong

Telephone:

(415) 437-7820

## California Consumer Assistance Grant Timeline for Major Project Components

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	<b>Consumer Education Campaign</b>	1/2/11	10/14/12	93 Weeks
3	Branding Campaign	2/4/11	9/15/11	32 Weeks
4	Translation of existing website	5/30/11	6/30/11	4 Weeks
5	Partner Grants - Procurement	8/16/11	11/18/11	13 Weeks
5	Partner Grants - Contract Term	12/1/11	10/14/12	45 Weeks
6	Outreach and Messaging	10/17/11	4/30/12	28 Weeks
7	Research and Evaluation	4/1/12	10/14/12	24 Weeks
	<b>Communications Systems Upgrade</b>	12/1/10	8/30/12	91 Weeks
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## BUDGET INFORMATION - Non-Construction Programs

### SECTION A - BUDGET SUMMARY

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. Original Grant Award funding	93.519	\$	\$	\$ 3,400,000	\$	\$ 3,400,000.00
2. Supplemental Grant Award Funding	93.519			764,408.00		764,408.00
3.						
4.						
5. Totals		\$	\$	\$ 4,164,408.00	\$	\$ 4,164,408.00

# SECTION B - BUDGET CATEGORIES

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)
	(1)	(2)	(3)	(4)	
	Original Grant Award Funding	Supplemental Grant Award Funding			
a. Personnel	\$ 103,036.00	\$ 68,082.00	\$	\$	\$ 171,118.00
b. Fringe Benefits	38,140.00	25,955.00			64,095.00
c. Travel	10,000.00				10,000.00
d. Equipment	365,000.00				365,000.00
e. Supplies					
f. Contractual	2,823,119	629,935.00			3,453,054.00
g. Construction					
h. Other					
i. Total Direct Charges (sum of 6a-6h)	3,339,295	723,972.00		\$	4,063,267.00
j. Indirect Charges	60,705.00	40,436.00		\$	101,141.00
k. TOTALS (sum of 6i and 6j)	\$ 3,400,000	\$ 764,408.00	\$	\$	\$ 4,164,408.00
7. Program Income	\$ 3,400,000	\$ 764,408.00	\$	\$	\$ 4,164,408.00

SECTION C - NON-FEDERAL RESOURCES					
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS	
8. Not applicable	\$	\$	\$	\$	
9.					
10.					
11.					
12. TOTAL (sum of lines 8-11)	\$	\$	\$	\$	

SECTION D - FORECASTED CASH NEEDS				
Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal \$ 225,000.00	\$	\$	75,000.00	150,000.00
14. Non-Federal				
15. TOTAL (sum of lines 13 and 14)	\$ 225,000.00	\$	75,000.00	150,000.00

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT				
(a) Grant Program	FUTURE FUNDING PERIODS (YEARS)			
	(b) First	(c) Second	(d) Third	(e) Fourth
16.	\$	\$	\$	\$
17.				
18.				
19.				
20. TOTAL (sum of lines 16 - 19)	\$	\$	\$	\$

SECTION F - OTHER BUDGET INFORMATION	
21. Direct Charges: Effective 9/1/11 to 9/30/12	22. Indirect Charges: Indirect Cost Rate @ 43%; Agreement is attached.
23. Remarks: Revised July 27, 2011	